Introducing the cookie bar. Or is it a candy bar?

It's the thin, crumbly little cookies inside that make this fluffy chocolate bar different from anything you've ever tasted before.

Is Kit Kat a candy bar with cookies? Or a cookie bar with candy? Whatever it is, it's delicious.

And to make it even more tempting for you to try it, here's a 5-cents-off coupon.

STORE COUPON

5¢ off

TO THE DEALER: You are authorized to act as our agent for the redemption of this coupon. We will reimburse you 5¢ plus 2¢ handling if it has been used in accordance with our consumer offer. Void where prohibited, taxed, or restricted by law. Cash redemption value 1/20 of 1¢. This coupon is non-assignable. Invoices proving purchases of sufficient stock of KIT KAT to cover coupons presented must be shown upon request.

Mail coupons to: Flavor Tree Foods Co., Div. of Philip Morris Inc. P.O.B. 4A, Mt. Vernon, New York 10556. Reimbursement will be made only to a retail distributor of KIT KAT. Offr expires 1/31/68.

DISTRIBUTED BY THE FLAVOR TREE FOODS CO.

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